

OVERSEAS VISITORS TO ARIZONA FROM JAPAN SUMMARY - 2005

Arizona Office of Tourism

VISITATION VOLUME		TRAVEL PATTERNS		AZ DESTINATIONS VISITED	
Total Visitation		ADVANCE TRIP PLANNING		Grand Canyon NP	
50,000		Avg. Advance Trip Decision		46.7%	
		62.1 days		Phoenix	
		Avg. Advance Air Reservation:		35.6%	
		34.6 days		Tucson	
		Use of Pre-Booked Lodging		10.9%	
		83.0%		Glen Canyon NP	
				2.0%	
DEMOGRAPHICS		USE OF PACKAGES		OTHER DESTINATIONS VISITED	
AGE (years)		YES		# of States Visited	
Male Average		20.0%		2.6	
47.5 years		Guided Tour		# of Destinations Visited	
Female Average		17.8%		3.4	
42.0 years		Air/Lodging		California	
		16.9%		62.7%	
		Air/Lodging/Tour		Los Angeles	
		14.6%		33.9%	
		Air/Lodging/Bus		San Francisco	
		5.3%		19.6%	
		Air/Lodging/Bus/Tour		Yosemite N.P.	
		5.3%		11.3%	
		Air/Rental Car		San Diego	
		-		7.4%	
		Air/Lodging/Rental Car		Nevada	
		-		53.2%	
HOUSEHOLD INCOME		INFORMATION SOURCES		Las Vegas	
Average HH Income		Travel Agency		53.2%	
\$82,900		57.7%		Utah	
< \$40,000		Personal Computer		15.3%	
19.4%		31.3%		Bryce Canyon N.P.	
\$40,000 - \$79,999		Friends/Relatives		5.6%	
38.0%		22.4%		Zion N.P.	
\$80,000 - \$119,999		Corporate Travel Dept.		10.2%	
18.1%		14.4%		Monument Valley	
\$120,000+		Travel Guides		5.7%	
24.6%		13.1%		Florida	
		Tour Company		6.6%	
		7.5%		New York	
		Airlines Directly		4.3%	
		7.1%		New Mexico	
		Newspapers/Magazines		1.8%	
		6.0%			
		Other			
		1.0%			
		TV/Radio			
		0.8%			
		State/City Travel Office			
		-			
PARTY COMPOSITION		ACCOMMODATIONS		LEISURE ACTIVITIES	
Avg. Travel Party (mean)		Hotel/Motel		Dining in Restaurants	
1.7		83.4%		88.4%	
Traveling Alone		Private Home		Shopping	
28.7%		15.3%		87.3%	
Spouse		Other		Visit National Parks	
25.2%		3.7%		48.6%	
Business Associates				Sightseeing in Cities	
19.0%				44.0%	
Family/Relatives				Casinos/Gambling	
18.9%				29.6%	
Friends				Visit Small Towns	
14.4%				27.7%	
Group Tour				Guided Tours	
3.3%				25.9%	
Adults Only				Touring Countryside	
96.2%				22.0%	
Adults and Children				Cultural Heritage Sites	
3.8%				18.1%	
GENDER		TRANSPORTATION IN U.S.		Visit Native Am. Comm.	
Male		Airlines in U.S.		17.3%	
65.2%		58.4%		Amusement/Theme Parks	
Female		Taxi/Cab/Limousine		16.8%	
34.8%		42.6%		Concert/Play/Musical	
		Rented Auto		15.5%	
		40.3%		Golfing/Tennis	
		Company or Private Auto		14.9%	
		27.7%		Visit Historical Places	
		City Subway/Tram/Bus		14.7%	
		15.7%		Art Gallery/Museum	
		Motor Home/Camper		9.3%	
		6.3%		Camping/Hiking	
FREQUENT TRAVELERS		LENGTH OF STAY		Water Sports/Sunbathing	
Repeat Visitor to the U.S.		# of Nights in Arizona (mean)		5.7%	
77.6%		4.8 nights		Nightclubs/Dancing	
U.S. Trips last 12 Months		# of Nights in U.S. (mean)		4.3%	
1.9		11.2 nights		Attend Sports Event	
U.S. Trips last 5 Years				3.0%	
5.4				Cruises	
1 Trip				3.0%	
29.9%				Ranch Vacations	
2 - 5 Trips				3.0%	
40.6%				Ethnic Heritage Sites	
6+ Trips				2.8%	
29.5%				Hunting/Fishing	
				1.7%	
PORT OF ENTRY		PURPOSE/ACTIVITIES		Environ./Eco Excursions	
Los Angeles		MAIN PURPOSE OF TRIP		0.7%	
48.6%		Leisure & VFR			
San Francisco		Leisure/Rec./Holidays			
24.1%		48.4%			
Other Ports		Visit Friends/Relatives			
15.4%		13.3%			
Detroit		Other			
4.2%		0.0%			
New York		Business and Convention			
2.5%		38.4%			
Seattle		Business/Professional			
2.3%		27.8%			
Chicago		Convention/Conference			
2.1%		9.3%			
Miami		Study/Teaching			
0.6%		1.3%			
Washington, DC					
0.2%					

Source: US Department of Commerce